

Dairy Innovation Hub Advisory Council

August 18, 2020

Meeting minutes

Participants: Mitch Breunig, Dave Daniels, Aric Dieter, Dale Gallenberg, Krista Knigge, Steve Kelm, Shelly Mayer, Tera Montgomery, Rami Reddy, Scott Rankin, John Umhoefer, Kate VandenBosch, Wayne Weber, Kent Weigel, Heather White, Maria Woldt. Special guests Joe Sanford and Ryan Pralle for the last 20 minutes of the meeting

Absent: Angela James

WebEx webinar

Mitch Breunig called the meeting to order at 10:02 a.m.

Approval of Minutes: (4.30.20 meeting) A motion to approve the minutes as presented was made by Steve Kelm, Kent Weigel seconded. All were in favor. The minutes were approved.

Mitch provided the meeting overview and welcomed everyone.

Council member updates: Beginning with Mitch, each council member provided an update of how their work has been impacted since the last meeting in April. All agreed that COVID-19, shutdowns, cancelations and other consideration have changed the course of their work, but all were also optimistic about the future.

Mission/vision/values and goals for the Hub: Mitch and Heather referenced the draft mission/vision/values and goals that were provided as a pre-read. The draft language was also presented on the webinar screen.

Overall, the council thought that the language was good, and could be enhanced with a few refinements to the language

A few suggestions were made for the mission and vision

1. Shelly Mayer recommended that the terms “bold new discoveries” be incorporated into the document.
2. Emphasize that the desire is to be a “world leader”. Where the “world goes for dairy research”
3. Change the wording of some of the goals/objectives to encompass some of the original messaging.

Changes will be incorporated, and the leadership committee will make the final approval. This document will be included in the annual report that is due mid-September.

Campus updates: The three deans provided an update from their campus on Hub activities as well as overall operations, budget issues and reopening plans for each campus this fall. There was also some discussion about how each campus will determine success or failure to contain COVID-19, as is being documented around the country at other universities.

Related to the Hub, the following updates were given:

Madison:

- Activities to date:
 - Postdoctoral fellows (13 submitted, 6 funded)
 - Capacity-building equipment (10 submitted, 7 funded)
 - Short-term, high-impact projects (19 submitted, 7 funded)
 - Developing PVL's for four faculty positions
 - Call for graduate student assistantships (4 funded)
 - Call for collaborative graduate student assistantships with UW-River Falls and UW-Platteville (2 funded)

Platteville

- Activities to date:
 - Budget planning, steering committee and external stakeholder committee selection and management, regular meetings and communication
 - Facility and infrastructure upgrades at Pioneer Farm for research and Hub collaborations
 - Hired two faculty scientists: Ruminant nutrition and ag agricultural and biosystems engineer
 - Seven faculty research fellowships awarded
 - Five awards for supplies and equipment proposals
 - Developing research scientist and support staff positions in agro-ecosystems and dairy herd management
 - Collaborative graduate student assistantship

River Falls

- Activities to date:
 - Budget planning, steering committee selection and management, regular meetings
 - Consultations with CAFES department chairs and UWRF administration
 - Six faculty research fellowships awarded
 - Call for supplies and equipment proposals: 8 in FY20, 5 in FY21
 - Staff search for dairy herd research manager
 - Developing four faculty positions: Animal welfare, food technology will be posted soon.

A few questions were asked pertaining to reports and plans for the fall semester and how their respective campuses will overcome the COVID-19 challenges.

Administrative update: Heather provided an update of the organizational progress made by the Hub since the last meeting. Highlights include:

- Templates and protocols for budgeting, tracking and reporting
- Discussion across deans and faculty to create synergies, collaboration and open sharing of calls for proposals, priorities and best practices
- Released collaborative graduate student assistantship RFP, discussion about the role of research and teaching faculty at each campus, best practices for hiring Hub faculty
- Communication with stakeholders and trade associations
- Communications strategy, brand and logo development
- Creating agenda, budget and plan for virtual Dairy Summit

- Media relations and social media
- Planning for Advanced Dairy Management Academy
- Annual report

Dairy Summit: The Dairy Summit will be held on November 18 in a virtual format. The event will be free and open to the public. UW-Platteville will be the virtual host and it will be a mixture of large group, breakout and research presentations. There will also be a virtual farm tour of the Pioneer Farm.

Maria talked about the schedule and that registration was live on the Dairy Innovation Hub website

Aside from the Dairy Summit, there should also be a public presentation of the annual report this fall

Annual report draft: A draft of the annual report was presented for feedback. This is an early draft and most photos are placeholders and may be changed to be more encompassing of UW-River Falls and UW-Platteville.

The council was asked if anything was missing or needed to be reformatted. There were no major comments shared. The timeline is to have the report finished by mid-September and then to start sharing it publicly by early October.

Heather walked the council through the timeline of funding for the Hub and explained that the Hub had six months to spend a year's worth of funding. The financial report in the annual report will show spent money, committed funds and forecasted spending.

Special guests: Joe Sandford and Ryan Pralle were special guests for the meeting. They are both new faculty members at UW-Platteville. Joe will be working in the area of wastewater management as an ag and biosystems engineer. Ryan Pralle is a ruminant nutritionist and will join the animal and dairy science faculty.

They both talked about their backgrounds, their aspirations at UW-Platteville and their excitement about being part of the Hub. Welcome to Joe and Ryan!

Future meetings: The advisory council previously agreed to meet quarterly. The next meeting will be November 16 via WebEx. The main discussion item at that meeting will be preparing everyone for the dairy summit, updating on the annual report and brainstorming for 2021.

Dave Daniels made the motion to adjourn the meeting. Aric Dieter seconded the motion. The meeting was adjourned by consensus at 12:02 p.m.